

## Students say apprenticeships are a “great option” with a “bad reputation”

- Over half of students would take on an apprenticeship but a third admit they have a bad reputation

In research conducted by The Student Room, the world’s largest online student community, students have revealed how they feel about apprenticeships.

More than half of students like the idea of apprenticeships and would choose to do one with 41% saying they’re a great alternative to university. A third believe doing an apprenticeship will enhance career prospects citing experience in the working world as well as obtaining a qualification extremely beneficial.

However The Social Mobility and Child Poverty Commission has raised concerns that, despite public support from the top of Government, there has been barely any change in the number of under 24s starting apprenticeships since the Coalition came to power six years ago.

Findings from The Student Room’s research shows take-up of apprenticeships may be hindered by a lack of understanding of what’s on offer. Nearly a third of students believe there is a lack of apprenticeships in their favoured industry. When asked to rank the prestige of a level 7 apprenticeship, students rated it below A-levels, undergraduate and postgraduate degrees – rating only GCSE’s lower. Level 7 apprenticeships can be the equivalent to a degree.

Comments made by students show concern over the perceptions of apprenticeships:

*“Apprenticeships are a chance to learn on the job, earning valuable experience at the same time as the knowledge from the course”*

*“I think there needs to be miles more publicity as often people think they are only for trades like electricians and plumbers”*

*“I’d describe them as having an opportunity to learn and work at the same time. Learning new things practically that you wouldn’t learn in a classroom - how things work and how to behave with other work members. Apprenticeships give you confidence”*

Zoe McMillan, Community Manager at [The Student Room](#) says “There needs to be more education around apprenticeships and what is actually on offer. Students need to know what apprenticeships are, and be made aware that there are apprenticeships in more than 170 industries. There are now 75 higher and degree level apprenticeships available which offer a great alternative to university.

Schools and colleges have a responsibility to make sure students have all the information to make an educated decision about their future. The degree route isn’t the only way to progress with a career and we aim to provide information and offer advice on [The Student Room](#) to allow young people to make informed decisions. It’s really important that apprenticeships aren’t seen as a lesser route into a career as this is not the reality.”

*\*The Student Room surveyed 976 students between 3<sup>rd</sup>-15<sup>th</sup> March 2016*

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#### ABOUT THE STUDENT ROOM

Founded in 2001, The Student Room is the world's largest online student community and the UK's no.1 education website according to ComScore data. The Student Room has over 3 million registered members, primarily aged between 14-24 and attracts over 8 million visitors a month. It provides student-to-student advice on studying, educational career choice and lifestyle issues. The Student Room works directly with most UK universities as well as a wide range of leading brands and companies.